

THE

QUOTER

A MAGAZINE FOR JOURNALISTS



THEY DELIVER A NEW DAILY IN THREE TOWNS

July, 1955

Carrier boys are an important factor in the circulation of the Valley News, designed for one New England area. See page 8.

50 Cents

Bylines in This Issue

AN inescapable time element makes the average "Hold for Release" slug necessary on advance news copy. But a majority are routine and some even silly. They are usually broken by accident. When they are violated deliberately, the decision is usually taken on the ground that their timing is unfair or nonsensical.

Newspapermen have grown mildly philosophical about release trouble. Radio and television newsmen, newer to journalism and perhaps therefore more conscious of such problems of ethics, revealed a greater sensitivity when a major network jumped the gun on the Salk polio vaccine tests. **Bill Small**, news editor of Chicago's *WLS*, tells why in "A 'Hold for Release' May Be Silly But Breaking One Is Not a Popular Answer" (page 7).

Bill was last heard from in *THE QUILL* in August, 1954, when he did a piece called "Hired Hand to 466-848 Farms," showing how radio serves rural audiences. Chicago-born, he had Army service that included radio writing for a station on Leyte. His formal education was at the University of Illinois and at the University of Chicago, where he took a master's degree in the social sciences.

With *WLS* for four years—news director for more than two—he is president of the Illinois News Broadcasters Association and is active in the Radio and Television News Directors Association where he currently serves as chairman of the wire services policy committee.

Under Bill's direction, the *WLS* newsroom recently won the National Headliners Club Award for outstanding radio news coverage, only radio station to get the award this year. In May, the Chicago Council on Foreign relations gave Bill Small its award for contributions to world understanding in 1954.

A BRAND new Chilean school of journalism is not only of importance south of the Rio Grande where much of the press and radio labors under business and political handicaps, but it is of interest to North American journalists. The quality of Latin-American journalism matters throughout the hemisphere as a guarantee of the democratic hopes of our neighbor republics.

In "J-School Beneath the Andes" (page 10), **Ted Morello** tells the story of the University of Chile's new school. He also discusses the back-

ground that makes an improved professional concept and performance desirable in Latin America.

An assistant telegraph editor of the *New York World Telegram* and *Sun*, Ted has made Latin-American affairs a specialty backed by travel there and by knowledge of its people and language. This is his third contribution to *THE QUILL* in the last year. "Pardon the Accent, Please," a discussion of North American printing vagaries with Spanish pronunciation marks, appeared in December, 1954.

A journalism graduate of the University of Washington, Ted spent four years with the *United Press* in the Northwest, where he managed the Tacoma and Olympia (Wash.) bureaus and was night manager in Seattle. He reported for the Milwaukee *Journal* and headed the copydesk of the Utica (N.Y.) *Press* before joining the *World Telegram* staff five years ago.

THE Valley News was barely under way as bold experiment in community journalism when **Herbert C. Morton** came to Dartmouth College as a teacher after ten years

of newspaper work. He has watched its success from Hanover and told its very unusual story in "Can a New Daily Make Good?" (page 8).

He joined the staff of the St. Paul *Pioneer Press* and *Dispatch* in 1942, after being graduated in journalism from the University of Minnesota. After military service in World War II, he spent a year with the War Assets Administration before returning to the *Pioneer Press*.

In the next five years he was reporter, copyreader, telegraph news editor and feature writer. In 1952 he won the Twin Cities Newspaper Guild's Page One award for interpretive writing. He taught part time in the Minnesota school of journalism and took his M.A. in the graduate school in 1950.

In 1953 he joined the faculty of the Amos Tuck School of Business Administration at Dartmouth. This year he has also been a consultant for the Brookings Institution.

INTEREST in the journalistic aspects of life at sea, reflected in his "Week-Old Statistics From Distant Source Get Page One Display" (page 11), is nothing new to **Mitchell Gordon**. He joined the U. S. Merchant Marine Corps at 17, after a year at Los Angeles City College, and was graduated from the Merchant Marine Academy, where he edited the cadet magazine, in 1946.

After obtaining his 2nd mate's license and a Naval Reserve commission as lieutenant (junior grade), in 1947, Gordon returned to landlubbing for a bachelor's degree in economics from the University of California at Los Angeles in 1948 and a master's degree in journalism from Columbia University in 1949.

He joined the *Wall Street Journal* staff so promptly that he had to take a day off work to graduate. After three months of writing aviation news in New York, he moved to general assignments in Chicago and on to Washington. In November, 1951, he was shifted to London and in the Spring of 1954 to Geneva as a roving reporter. Last Jan. 1 he opened a new German bureau at Bonn.

Mitch lives in Bad Godesberg on the Rhine almost opposite the Drachenfels. Material for his article in this issue of *THE QUILL* was obtained during a three-month Scandinavian jaunt.

From Quill Readers

Editor, The Quill:

Judging from the surprising replies (both in content and number) from my jerry-built verb article [*THE QUILL*, February, 1955], it looks like I was on the losing side. It will take more than the replies I have seen, however, to convince me it is the wrong side and that I should throw in the white flag.

I realize this thing can't be dragged out forever, but I would like to take enough time to make just two comments to the article by Robert J. Bailyn in the May issue of *THE QUILL*.

Mr. Bailyn mentions the truism: Today's linguistic errors are tomorrow's linguistic rules. This I can't even be "brainwashed" (a concession to the opposition) into believing. The logical conclusion to such a statement would be "The linguistic illiterates of today are the linguistic experts of tomorrow."

A quotation from Horace is also

used to support Mr. Bailyn's position. Dipping into ancient history, when writers were relatively rare, to support a 20th century argument is not convincing to me. I'm sure that if Horace knew what extreme liberties would be taken with words in the future, he would never have made such a statement.

Although there is apparently no way for me to win the argument, I can still get in the last verb, at least against the writers whose copy crosses my desk. Yours for better verbs.

*Don Sorensen
Kansas City Star*

Kansas City, Mo.

Editor, The Quill:

I want to commend John Justin Smith for the sentiments expressed in his article in the May issue of THE QUILL. My beliefs are like his.

I think that many mistakes are made because newspapermen impulsively avail themselves of the opportunity of getting a small advantage over a competitor. Consequently, the whole profession of journalism suffers from these tactics.

He expressed his points well, and his article was convincing as well as interesting.

*Paul J. Thompson, Director
School of Journalism
University of Texas
Austin, Texas*

Editor, The Quill:

In the interest of completeness, I feel that an even more up-to-date picture should be given of Marvin Alisky's analysis of the Costa Rican press.

Mr. Alisky left no doubt in his QUILL article of May, 1955, that he is a staunch admirer of Costa Rica's president, Jose Figueres. Generally speaking, I share his admiration, though perhaps more critically.

Mr. Alisky's observation that "in Costa Rica newspapers can print with the same freedom the press enjoys in the United States" is a statement that must be weighed against the findings of the Inter-American Press Association. It is true that the Chicago Tribune's Jules Dubois, chairman of the IAPA's freedom of the press committee, reported as recently as March 25, 1955, that "there is freedom of the press in Costa Rica." But the report—covering the period from October 7, 1954, to March 25—made an important reservation by adding:

"Danger signals have been flaring lamentably in Costa Rica. Continued and open hostility of President Jose Figueres towards the leading opposition newspapers and their publishers

as evidenced in public speeches can only lead to violence and attempted destruction of those printing properties."

The committee's general observation then is spelled out in a page-and-a-half, single-spaced documentation that can best be summarized as it was in "Press of the Americas," a monthly newsletter to members published by the IAPA. The February newsletter said:

"In Costa Rica the government imposed censorship on foreign correspondents Jan. 16 but lifted it a few hours later following an interview by Dubois with Foreign Minister Esquivel. At month's end the government was censoring opposition newspapers. One of them, *La Hora*, the property of former President Otilio Ulate, failed to appear Jan. 26 when censorship forbade an editorial charging that the Costa Rican government had been responsible for the recent rebellion."

The following issue of the newsletter, March, 1955, contained the following under the headline, "Costa Ricans Uneasy":

"Costa Rican opposition publishers are uneasy over danger signals that have appeared under the government of President Jose Figueres, Jules Dubois, chairman of the committee on freedom of the press, reported recently.

"He reported to headquarters that President Figueres, in a radio broadcast during the recent Costa Rica-Nicaraguan dispute, attacked two San Jose newspapers, *Diario de Costa Rica*, published by former President Otilio Ulate, and *La Nacion*, published by Ricardo Castro Beeche. Earlier, he said, Figueres' general staff issued a communique inciting the public to destroy Ulate's paper. Both newspapers attacked by the president are members of the IAPA and Mr. Ulate is a member of the IAPA board of directors.

"President Figueres has publicly supported the Bolivian government's closure of the newspaper *La Razon*."

The IAPA, incidentally, brands the Bolivian government's action against *La Razon* as a "proven outrage against freedom of the press."

As an admirer of President Figueres' general policies, I hope his derelictions are temporary, motivated—perhaps—by internal and external political difficulties that have clouded his better judgment. I doubt, however, that any good purpose is served by praising him unreservedly.

*Ted Morello
World Telegram and Sun
New York City*

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THE QUILL

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'Hold for Release'

AFRIEND and fellow worker once told me, out of a great wisdom of journalism and the people who do it, "You can't print the news until it happens, so stop fretting." He was my managing editor at the time and he was right, as usual, about the story at issue. But there are occasions when you can print or broadcast a story before it happens, and rue it bitterly.

This is the advance copy, usually of a speech or report to be made at a specific hour. Often the only possible element of uncertainty about such a release is whether the speaker will drop dead before he makes the speech. This can happen. But in thirty-five years of newspaper work I can't remember its happening to me.

So far as an advance of a speech is concerned, I have watched the birth and refinement of a gimmick that even removes the risk of a speaker dropping dead. You simply insert somewhere in the lead the phrase "in a speech prepared for delivery." If the suddenly muted speaker happens to be a major personage, the news of his death will make your error on the unspoken speech practically invisible.

A report to be released willy-nilly at a specific minute—or perhaps limited only to morning or evening newspaper hours—can be another matter. This may be merely the goal in dollars of a local charity drive or it may be a political or scientific announcement of major importance. Such a release is theoretically set up as a convenience but it can be illogical or even absurd.

Quite possibly the split-second timing of a matter of such poignant interest as the Francis tests of the efficacy of the Salk polio vaccine was illogical or absurd. A last minute change from 9:10 (EST) to 10:20 would seem to have been slicing possible illogic or absurdity even thinner. It was asking for trouble, as other phases of the elaborate polio vaccine publicity program asked for trouble.

The Francis release got trouble. Bill Small presents the evidence of this in assembling the indignation of other radio and television newsmen over NBC's premature reporting of the Francis tests last April. Bill is the able young news director of Chicago's WLS. It is not an NBC station and he naturally writes from scar tissue, although he carefully documents his article.

Of course the hullabaloo of last April has its humor now. What has happened to the vaccine, despite its continuing importance as a medical achievement of the first rank, makes the matter of who released what, and when, seem unimportant. But this is true of much news, on hindsight. The issue of release dates remains valid.

Bill candidly suggests one reason (and others agreed with him) why broadcasters were so annoyed by the broken Francis release. They are the newcomers to journalism and they tend to feel that they are still fighting for equal rights with the older mediums. This makes them more sensitive to the manners of their own ranks. Of course NBC's error was not unique among networks, let alone a long newspaper history of such offenses.

Today's precise release dates are more important to the air than to the press. Many stations have news periods almost around the clock and these are dovetailed to the second with non-news broadcasts. Exact timing of releases is far less important to the great majority of newspapers. As a newspaperman, I must concede that this is because the speed of broadcast has taken much of the hot urgency of spot news away from the press.

The odd minute morning Francis release fell hollowly into a no-man's land between morning and evening paper editions. Its violation may have caused some headaches for news editors of multi-edition metropolitan dailies. But the average afternoon paper came out as usual, relying on complete and interpretive coverage to attract readers who had hours ago heard the statistical facts about the vaccine tests over the air.

As Bill Small suggests, the whole matter of release fixing may need fresh evaluation. Undoubtedly the "Hold for Release" is carried to extremes by news sources, many of them with no real claim of importance on the caution or conscience of newsmen. Radio and television have certainly added complicating new factors to a procedure devised before such news mediums existed.

ACERTAIN amount of release dating will continue as pure routine on advance features and similar copy that has little and sometimes no time element. Even this convenience can be devilishly inconvenient to a hard-pushed and conscientious deskman.

In my time I have edited predated editions for two newspapers. More than once I snipped paper fragments of releases from the copy and went home clutching them in a palm that continued to sweat until I checked back (or in later years turned on the radio) to make sure the fellow said what I had printed he would say.

Such automatic spacing of copy reminds me of the Gay Nineties man of substance who owned a case of seven straight-edged razors labelled Monday, Tuesday and so on for rotation through the week. It made for good shaving and for a certain amount of discipline for the shaver. But practically no one ever noticed if he appeared Thursday, shaved with Friday's razor.

CARL R. KESLER

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Bill Small is news director of Chicago's WLS. His station recently won a National Headliners Club award.

SOME of the strangest items, and some of the most sensible, have moved across the teletypes in this nation's news rooms bearing the slug "Hold for Release." Like a little boy who has been told where the cookie jar is and has been placed on his honor, newsmen usually finger such information nervously. Occasionally, they disregard the warning.

That happened last April 12 when the results of tests of the Salk polio vaccine were made public. Premature release was made over NBC Television. Prior to that week, we all expected the story to be released at 9:10 a.m. (EST). As you may recall, a day or two prior to the big day, the release time was changed to 10:20 a.m. NBC broke it almost an hour early.

What had happened?

Apparently, the NBC "Today" show planned a "cut-in" from Ann Arbor, Mich., where the Francis committee made its report. The change of release times placed the story out of the range of "Today." Robert L. Bendick, producer of the show, decided to put it on anyway. Shortly afterwards, all the wire services began ringing bells, telling everyone to go ahead.

What was NBC's explanation? The network said "Since many metropolitan dailies and wire services had carried accurate and lengthy reports on the success of the vaccine as much as three weeks prior to the release day, NBC released a summary of the results as soon as the material was available." Mr. Bendick said the story's "importance warranted early release."

THE QUILL for July, 1955

A 'Hold for Release' May Be Silly But Breaking One Is Not a Popular Answer

Disregard of a story's timing is a old, sad story in the printed word. But the sharp reaction to a television network's premature reporting of the Salk vaccine tests proved this issue still very much alive.

By BILL SMALL

Then the shouting began. Newspapers carried the story but the real criticism of the network's action came primarily from within radio and television. Russ Van Dyke, president of the Radio Television News Directors Association, sent a telegram to NBC President Sylvester Weaver stating that Bendick had "violated one of the oldest and most useful rules of journalism and strong protests are in order." "Does NBC Television have explanation or adequate reason why such protests should not be made?" he asked.

Jim Bormann, news director of WCCO-AM-TV in Minneapolis, wrote Weaver that such an example of "bad judgment . . . could unravel the fabric of confidence which has been diligently woven by responsible newsmen in our craft." He called the affair a "blunder." Daniel Kops of WAVZ, New Haven, Conn., said the "clock had been turned back."

THREE were undoubtedly a great number of such protests. I have a somewhat clearer picture of protests in my state of Illinois. A letter from Al Rowe, WSOY, Decatur, to Bendick said, "Any newsmen will respect a legitimate 'scoop' . . . (but) personally, I can only interpret your action as a disservice to newsmen and their trade and an affront to the many radio and TV stations, newspapers and wire services who were willing to respect the release time."

In a letter to a trade magazine, Bill Brady of WPRC, Lincoln, called the NBC action "cheap jumping the gun" and said, "Frankly, WPRC sees no reason to honor any release deadline or date in the future for any reason, when the wheels in network TV continue to brazenly flaunt this universally accepted rule of news con-

duct. . . All day today, WPRC repeated the story about the dishonorable attitude of NBC-TV and Mr. Bendick. The unfavorable publicity, I'm sure, is not welcomed by them, but the public deserves to be told, just as Mr. Bendick feels they deserved the story before release time."

My station, WLS, also named NBC in explaining why the story was prematurely released. And, as president of the Illinois News Broadcasters Association, I wrote NBC stating that "to violate releases—as violating any confidences—only makes it more difficult to get a story the next time. . . . I hope it is not a general policy of NBC to violate confidences or to allow non-editorial personnel to make decisions concerning news."

I later received a number of letters from members of our state association urging formal protests by the group. A note from our vice president, Glen Farrington of WTAX, Springfield, said "It seems to me that a 'hold for release' time should be something of a moral obligation to everybody and not something that can be broken by the big boys just because they are big."

IF the Illinois reaction is typical, NBC mail pouches must have been bulging. One of the tartest comments came from a direct competitor of the "Today" show, Jack Paar of the CBS "Morning Show" who, referring to Mr. Muggs of "Today" and the possibility of an apology by NBC, stated that to apologize would be "locking the door after the chimpanzee got out."

Well, it was quite a fuss all in all. Was NBC so terribly wrong? Why had other radio-TV newsmen shouted so in protest?

(Turn to page 14)

A newspaper designed to serve three towns in a New England valley had been in the black for fourteen months on its third birthday. Its young publisher and staff see an answer to the question: Can a New Daily Make Good?

By HERBERT C. MORTON

In spring three years ago, 1,600 subscribers paid \$1 each for a month's trial look at a new daily newspaper for the Upper Connecticut Valley area of Vermont and New Hampshire. They didn't expect to get much for their money and many wouldn't have been at all surprised if the venture folded before the next pumpkins ripened.

Skeptics—subscribers and non-subscribers alike—had no trouble proving theoretically that the new *Valley News* couldn't succeed. Its young staff was inexperienced; the publisher himself had all the know-how that comes with less than a year of reporting experience.

The paper didn't have a home town.

Its circulation and advertising area covered a dispersed assortment of towns, villages and farms.

The competition was lively. Four established weeklies were in the field and the powerful Manchester (N. H.) *Union-Leader*, the Rutland (Vt.) *Herald* and the New York and Boston papers blanketed the area in the morning. In the evening, the excellent *Daily Eagle*, published in Claremont, N. H., twenty miles south, had a loyal following. The mortality rate for new dailies was notoriously high.

In short, the investment in this ambitious attempt to bring a daily newspaper to the tri-town area of White River Junction, Vt., and Lebanon and Hanover, N. H., looked about as

promising as a flyer in the stock of a wildcat uranium company.

APPARENTLY, however, the young men who launched the *Valley News* have been too busy to listen to the reasons why they couldn't make good. For when the *Valley News* celebrated its third birthday June 9, 1955, it had an audited circulation of 5,100.

Advertising lineage, which had risen to 3,238,588 lines in 1954, was still going up. Annual revenues were about \$250,000 and the paper was operating in the black. Indeed, it had been making money for fourteen months. If success wasn't assured, it was now at least a fair wager.



Publisher Allan Butler studies an edition of the *Valley News* which he launched three years ago this June.



At the bank in the Valley News composing room are (from the left) David Durward, mechanical superintendent, James Farley, editor, Michael de Sherbinin, managing editor, and John Durward of the composing room crew.

Against overwhelming odds, how had this progress been achieved?

In the fall of 1951 Allan C. Butler, a 24-year old Harvard graduate (major in mathematics) decided to take a long shot. "For two years I had been looking for a small daily paper to buy," he recalls, "but I couldn't find any that appealed to me. So why not start a new one? Since I was brought up in New England, and liked it, I began to look for a likely community nearby."

What impressed him first about the towns of Lebanon, Hanover and White River Junction was their growth. While much of New England was losing population during the 1940-1950 decade, these towns grew from 14,000 to 20,000 residents.

More important, none of the towns published a daily of its own, and by itself, none seemed capable of doing so. But located as they were—each about five miles from the others, like the points of an equilateral triangle—the three towns were close enough together to be served by one paper.

Moreover, they seemed to have a

mutuality of interests. At least they were not rivals. White River was the transportation hub for much of northern New England and had a large Veterans Administration hospital on the outskirts. The thriving town of Hanover was the site of Dartmouth College. Lebanon was an industrial city.

ALITTLE legwork gave Butler additional encouraging evidence. Merchants in the three towns wanted a daily newspaper. Indeed, they needed one badly. They felt that they were losing business to Claremont and Manchester downstate and to Rutland in the west. The strong daily newspapers of these cities had considerable circulation in the tri-city territory. White River, Hanover and Lebanon merchants—with no daily of their own—had no advertising medium with which to compete.

Ten local businessmen were enthusiastic enough about the proposed paper to pledge themselves to buy a modest amount of debentures as a token of support. A local contractor was willing to put up a new building

in a suitable location and rent it to Butler in order to reduce the initial capital outlay and decrease the risk.

These, in brief, were the arguments that Butler presented one afternoon to two 30-year old Dartmouth graduates at a meeting in the Hotel Coolidge at White River. One was James Farley who had been working for the *Daily Eagle* at Claremont for the previous four years. Earlier he had done publicity work for Dartmouth and had a short stint at the Burlington, (Ver.) *Free Press*. He and Butler met when Butler worked a few months as reporter for the *Eagle*.

The other was Michael de Sherbinin who had worked on the college daily as an undergraduate at Dartmouth. Later he had done public relations work for the International Refugee Organization in Geneva and the American Veterans Committee. Butler and de Sherbinin had met in Geneva while both were students at the Graduate Institute of International Studies.

With Butler prepared to put up most of the capital for the venture,

(Turn to page 16)

J-School Beside the Andes

A new building and a carefully chosen faculty headed by a veteran newspaperman offer inspiration for journalism in the Latin Americas.

By TED MORELLO

AGAINST the Andes that wall in Santiago to the east, the University of Chile's new journalism building is no more than a speck in the Shoestring Republic's rich Central Valley.

But as a symbol of hope for a responsible hemispheric press, its builders say, its two stories of brick and reinforced concrete dwarf the brute bulk of the Cordillera. The building, completed this year, is a major triumph in a years-long campaign by Chilean newspapermen and university educators.

To none is the victory sweeter than to Ernesto Montenegro, director of Chile's first journalism school and a newspaperman whose beat has spanned both the Americas. For it was Montenegro who coordinated the drive to improve Chilean journalism and—more important from a hemispheric standpoint—to shape a model program to inspire the profession throughout the Latin-American republics.

The first advance came when a 1952 national law authorized establishment of the journalism school under the university's Faculty of Philosophy and Education and fixed the annual budget at 4,000,000 pesos. (This is about \$13,400 U. S. at today's exchange rate.)

Of 100 applicants, twenty-four men and sixteen women ranging from 17 to 36 years of age were chosen for the inaugural class in 1953. They were housed initially in a private building and later in university classrooms. Meanwhile, plans were drafted for a neat, modest building with four forty-student classrooms, a library, recreation rooms and offices.

Sixteen million pesos of the total 20,000,000-peso construction cost was a gift from Clara Rosa Otero Silva, a Venezuelan who had lived for years in Santiago. She is the daughter of Henrique Otero Vizcarondo, who founded Caracas' daily *El Nacional*, one of Venezuela's largest newspapers. The University of Chile provided the remainder of the money.

This year the pioneer class, which will be graduated in 1956, is settled in its new quarters along with the

classes of 1957 and '58, enrolled during the school's peripatetic years.

But a fine building can no more guarantee well-trained journalists than a rotary press can guarantee the integrity of the newspaper it prints. Both depend on the quality of men and their program.

So it was that University Rector Juan Gomez Millas as well as his predecessor, Juvenal Hernandez, and Dean Eugenio Pereira Salas of the Philosophy and Education faculty gave Montenegro complete freedom in selecting instructors and charting a curriculum. The heart of Montenegro's program lies in his determination "to bring journalism and literature together."

"The technical aspects of writing and reporting are essential, but they are not enough," he says. "Our graduate must understand the world he lives in and must be an interpreter of it. He must have a strong intellectual curiosity and a keen sense of professional ethics."

THE necessity of a broad background with its accompanying ability to evaluate and interpret is even more essential to Latin-American newspapers than it is to those of the United States. Latin dailies, for the most part infinitely smaller in circulation and budget than their northern counterparts, often must depend for news on sources that are at best second-hand and at worst fountains of pure propaganda.

As an example, Director Joaquin Mendoza of Seminario Grafico, Tegucigalpa, Honduras, reports that the only foreign news received by his newspaper comes from the American embassy, the New York Times, the Miami Herald and the New Orleans Times-Picayune. His budget, he explains, makes it impossible to subscribe to a news service—any one or more of which provide the bulk of reasonably accurate and impartial foreign news to North American readers with a minimum of interpretive effort on an editor's part.

Mr. Mendoza did not say—but the Inter-American Press Association has said—that "one fifth of the people of



Ted Morello, an assistant telegraph editor of the New York World-Telegram and Sun, has made a specialty of the journalism of Latin America.

Latin America live under perennial or periodic censorship and intimidation tantamount to censorship."

City Editor Pedro R. Gutierrez of the daily *Flecha* of Managua, Nicaragua, summed up the problem recently at an American Press Institute-sponsored seminar in New York. After an eloquent plea for freedom of the press, he said that lofty ideals expressed in round-table discussions are all very well; but in an obvious reference to his own paper's recurring difficulties with strong-man President Anastasio Somoza of Nicaragua, Gutierrez added bitterly:

"What good is all this to those of us who must return home to face the grim realities of censorship?"

Under these conditions an honest Latin-American newspaperman must rely almost entirely on his own ability to "understand the world he lives in" if he is to pan a few grains of fact out of a mountain of official half-truths or outright lies. Integrity alone is not enough; broad knowledge likewise is essential to guarantee anything approaching a clear perspective.

HENCE the variety of subjects in the Chilean curriculum. Courses range from writing, reporting, typography, public relations and radio writing through political science, geography, history and the arts. The study of English is required in each of the four years.

Lectures stress the careers of great journalists of the past. They deal not only with Chileans but with those of

(Turn to page 14)

You'll be making a whale of a mistake if you question the news judgment at the helm of the daily newspaper in one small Norwegian town just because

Week-Old Statistics From a Distant Source Get Page One Display

By MITCHELL GORDON

WHAT would you think of a daily newspaper that consistently ran stories a week old on its front page, usually under a four-column headline in its most prominent position?

And what would you say if you were told that the newspaper that did this was a small town daily that quite naturally specialized in things local folk were interested in most—yet these vintage yarns were of events occurring more than 7,000 miles away?

Further, what would be your reaction if you were to learn that the main ingredients of these distantly-dated, rather ancient pieces consisted almost entirely of statistics—statistics referring to the production of fatty oil used almost entirely for making margarine?

You might think the editor who indulged in such practices wasn't long for his job. At best, you might forgive him for having gone plumb loco.

Arne Hoffstad isn't plumb loco. His job isn't the least in jeopardy. In fact, not long ago he was elected president of the Norwegian Newspaper Publishers Association.

His newspaper, which he both edits and publishes, is called the Sandefjord *Blad*. It is published every day except Sunday. Sandefjord is a town of 8,000; with its immediate environs, 15,000. The circulation of Mr. Hoffstad's journal is a cool 8,000.

How does Hoffstad do it? And just what are these week-old statistics on the production of fatty oil which he runs consistently in choice page one space?

Well, they refer to the catch of whaling expeditions in the Antarctic. More than a third of Sandefjord's breadwinners sail with the whaling fleets each year. Their pay is directly related to the number of whales or, more specifically, the tonnage of whale

oil produced by their particular expeditions.

So it's easy to see why the folks back home are so keen for the news. On the reported fortunes of her husband's six-month adventure, a housewife plans the family's household budget. The expeditions, most of them Norwegian, leave Norway near the end of the Fall and return in early Spring. Approximately one-third of the housewives of Sandefjord are able to get a pretty good idea from the reports in the *Blad* whether they're going to get that new washing machine, fur coat or what have-you when daddy comes home.

SANDEFJORD is the whaling capital of Norway because it provides so many of the whalers for Norwegian and even foreign fleets. It is also the headquarters, or very close by the headquarters, of most of Norway's whaling companies. Mama isn't the only one interested in the statistics; thousands of stockholders in the publicly-traded companies also watch for them. So do suppliers of the expeditions, like the local harpoon factory with its hundred-odd workers.

Biggest edition of the *Blad* is the special issue timed to coincide with the departure of the first whaling expedition for the Antarctic, in October. It may run thirty pages or more, doubling the paper's normal size.

Featured are new techniques in whaling, such as the use of helicopters for scouting purposes or electronic signals sent through the sea to scare whales and keep them swimming in a straight line to make them easier to follow, a box score of statistics on the "catch" of the previous year's expeditions and a spate of ads from local merchants, the whaling companies themselves and others, wishing the whalers' happy hunting in the months ahead.



Mitch Gordon moved from the campus to the Wall Street Journal so fast he had to take a day off to graduate.

It would be a major scoop of the most fantastic proportions if the Sandefjord *Blad*—or one of its competitors in nearby Larvik and Tonsberg, to which the weekly oil figures are of only slightly less importance—were to get the statistics any sooner than its competitors. The International Committee for Whaling Statistics, which appropriately has its headquarters in Sandefjord, is careful not to permit such leaks.

Indeed, it makes sure the figures are at least a week old before giving them out, even though it receives cabled reports daily from each expedition by international agreement. This is done to make sure that an expedition running into bad luck isn't able to make use of the information in order to crowd in on a more fortunate rival.

"IT'S too big a scoop to hope for," says Hoffstad. At the moment, he's satisfied he's staying ahead of the competition by sending a special correspondent down with the whaling fleet to cable uncensored material. This gets a good play, even scores of the football games played on the vast decks of the floating factories on their way down to and back from the fishing grounds at the other end of the globe.

Hoffstad does not, however, maintain a special correspondent in the Norwegian capital, just two and a half hours away by car. "Nothing the politicians can do in Oslo," says he, "interests us as much as what's going on in the Antarctic during the whaling season. Or, hardly anything they can do, anyway."

Anaconda

Why **ANACONDA** is dropping **"COPPER MINING"** from its famous name!

For more than 60 years, the name "Anaconda" has been symbolic of copper. It still is. And it *will* continue to be—for a long, long time to come.

But the skills that made "Anaconda" a great name in copper have carried into many other fields. For years it has been an important producer of zinc, lead, silver, gold, and manganese. Recently uranium was added, and Anaconda operations in this vital field are now substantial and growing. This year primary aluminum will be produced.

Anaconda operations have not been limited to "mining" either. Smelting was a 19th century activity, and soon refining was to be undertaken. For many years a wide range of fabricated mill products have come from two subsidiaries, The American Brass Company and Anaconda Wire & Cable Company. Both of these subsidiaries will be fabricating more and more aluminum.

Before long, in fact, Anaconda will have the most complete line of products—copper, brass, aluminum, and many others—in the entire non-ferrous metal industry.

The old name just didn't cover this wide range of operations. Yet "Anaconda Copper Mining" had a solid ring to it, and the name was proudly carried. But so shall be the new name, **THE ANACONDA COMPANY**, whose more than 38,000 employees intend to carry on the same tradition of service that "Anaconda" has always stood for.

55238A

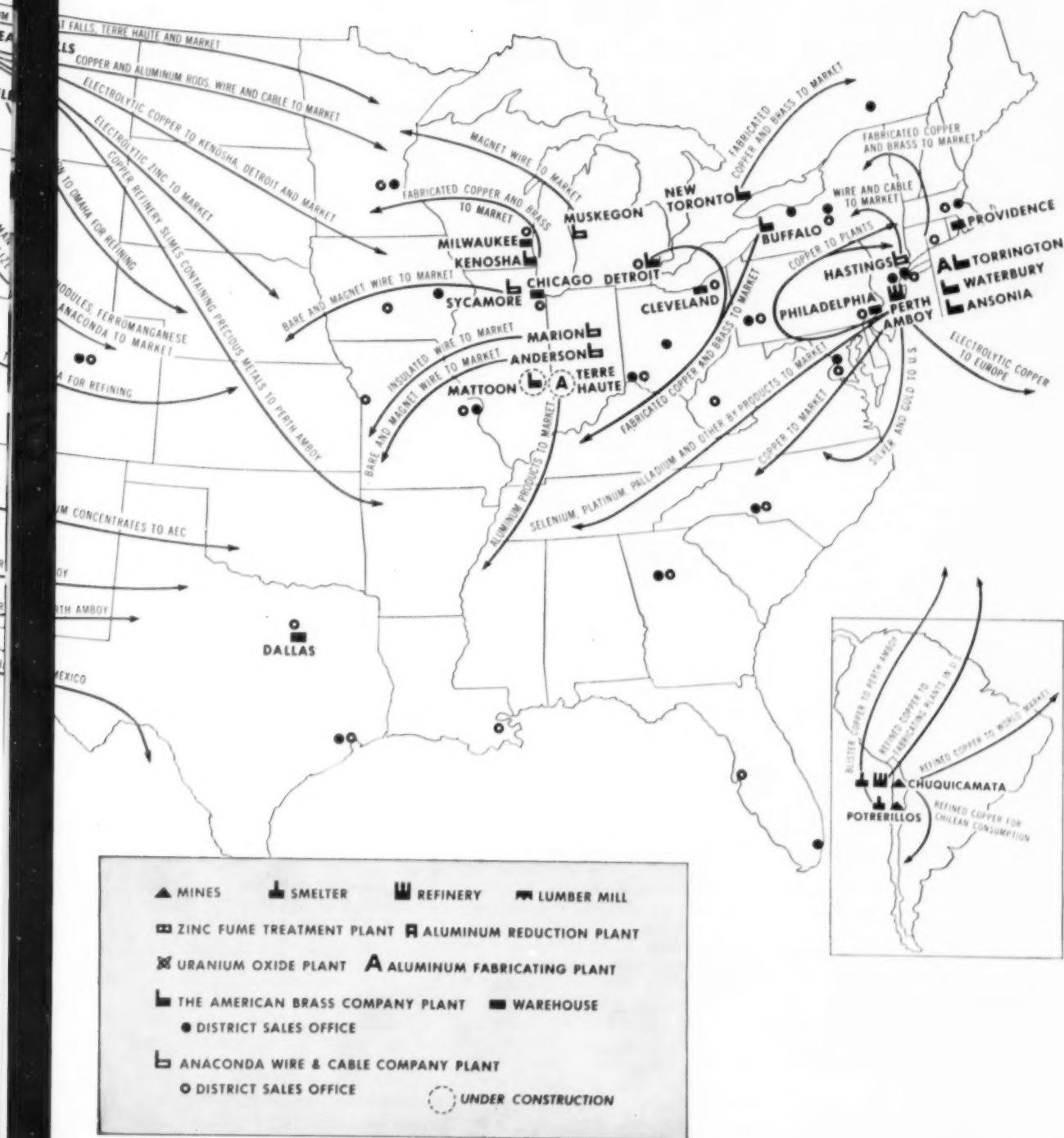
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changes its name



A 'Hold for Release' May Be Silly But Breaking One Is Not a Popular Answer

(Continued from page 7)

Taking the latter question first, we must recognize that news broadcasters are still fighting for equal rights as working journalists. In many stations today, these newsmen are doing a job comparable to that of their counterparts in print. In some communities, radio news is far more aggressive, objective and comprehensive than local newspaper coverage. But in many places, radio and television lag behind the dailies and weeklies. Broadcasters find very real opposition to their microphones and cameras from the local level up to Congress, whereas the newspapers have long ago established the rights of their reporters.

This means that many radio-TV men are still in the Peter Zenger stage of a fight for the right to report the news. As a result, there is a sensitiveness that has resulted in broadcasters keeping an eye on their own actions and those of others. When NBC-TV jumped the release date, many newsmen took it as a personal affront to broadcast journalism. They were disturbed primarily because of the premature release, but also because it was a television producer and not a newsmen who apparently took the initiative in the matter.

But how wrong was NBC? Most of us felt that there was no excuse for breaking the deadline on a story such as this. But release times have been violated before and undoubtedly will be again.

NBC should not be singled out as the only "villain." Certainly its record could stand next to that of other networks without fear of comparison. NBC undoubtedly could point to many instances through the years when other nets were guilty of violating release times. This, of course, still does not excuse any individual act.

According to the network, its Ann

Arbor reporter—Joseph Michaels—had told polio foundation officials and a member of the University of Michigan news staff that he intended to release the story the moment he got his hands on it. Michaels made this statement twenty-four hours prior to the release time.

THE entire matter of "hold for release" ought to be held for reexamination. Some stories can legitimately be "held." A speaker giving out an advance text would seem to have the right to ask that quotation await the actual speech.

In a large number of cases, the advances are a courtesy to make the work of the newsmen easier, to allow him time to get his story ready to go. Violating the release times only makes it more difficult to get a story the next time.

On the other hand, many a news source has offended editors with rather strange ideas of what ought to be "held for release." One of the worst offenses is holding something to favor the deadline of a favorite news medium. Often there are "hold for release" orders that seem to make no sense at all.

Broadcasters have long complained that release times are slanted to make newspaper editions. Furthermore, newspapers often violate these release dates anyway. In Chicago, this is certainly true. It is probably equally true elsewhere.

Most newsmen have, at one time or another, broken release times. Some have done it intentionally. Our policy at WLS is never to intentionally break release times. However, we have told news sources, when we felt their release conditions were irrational or discriminatory, that either they change or we would not welcome further releases. This is a particularly effective weapon as far as agencies seeking publicity are concerned.

There can be delicate questions of release on the rare occasions when a news medium itself or its personalities become news. A newspaper or broadcaster naturally wants to be first with such a story. But where a death or a shift of management or policy of national importance is involved, should a news medium not

act as it would expect any non-journalistic news source to act?

Many journalists did not agree with the St. Louis *Post-Dispatch's* handling of the recent death of its publisher, Joseph Pulitzer. He was nationally known, widely liked and bore a journalistic name that is a household word. He died during the night but his afternoon newspaper reportedly decided to withhold release of this news to coincide with its first edition in midmorning.

This would have succeeded had not a St. Louis radio station, KWK, learned of the death and broadcast it before the planned release time. The sentiments of the family and *Post-Dispatch* employees were understandable. But it will strike most journalists that such news belonged to the world as soon as it happened, no matter how inconvenient the hour to the newspaper directly involved.

IN general, I think our wire services should take the lead in cutting down on abuses from news sources as far as release times are concerned. They represent many and varied clients with an accumulated strength that is quite formidable.

Is there any way to punish those among us who violate release times? I don't think so. NBC raised a hornet's nest in the polio story but outside of telling how we feel, we have no formal means of punishing this action. Freedom of the press includes the freedom to make mistakes (and there are some indications that this was simply a mistake) and any movement to curtail a newsroom because of ethical misbehavior might in the long run be more unethical than the original violation.

The healthiest outcome of such misbehavior, it seems to me, is the outcome that resulted: an immediate outpouring of angry criticism from one's colleagues. And these words, needless to say, were not held for later release.

J-School by The Andes

(Continued from page 10)

other Latin-American countries, the United States and Europe.

The four years of study comprise twenty-four hours a week of classroom work during the first three years plus a senior year combining fourteen hours of study with two or three hours of daily work on a general-circulation newspaper or mag-

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azine. Classes run from 8:30 a.m. to 12:20 p.m. daily except Sunday during the Southern Hemisphere's fall-winter-spring months from April 1 through November.

THE twelve-man faculty includes men successful in the newspaper world and in other professions, among them Manuel Bianchi-Gundian, former ambassador to the United Kingdom (contemporary culture); Enrique Marshall, Chile's superintendent of education (political and administrative organization of Chile); Ramon Cortez Ponce, former director of Santiago's daily *La Nacion* (introduction to journalism), and Hernan del Solar, editor of the daily *El Debate* of Santiago (writing and style).

Montenegro himself began his journalistic career forty years ago as a contributor to Santiago's *El Mercurio*, still one of Latin America's great dailies. He later joined the staff and became correspondent in the United States. He also has contributed to Buenos Aires' *La Nacion* and the independent *La Prensa* of the days of Alberto Gainza Paz.

Although Chilean newspapermen have backed the new school from the start, there was some initial fear among reporters that they might be squeezed out by a parade of journalism graduates. Partly to quiet the fear, the school imposed the forty-student limit. Chile can absorb that many new journalists a year, Montenegro says.

Many graduates, he hopes, will carry their training to smaller newspapers in the provinces. Others, enrolled from Hispanic republics as far away as Central America, will follow their profession in their native countries. The three foreign scholarships planned would add to the school's international character.

Under another planned project, a link would be established with the university's school of graphic arts, whose students would print a newspaper edited by the journalists.

The curriculum reflects a goal that once would have been considered unattainably ambitious by the journalistic standards of Latin America, which has fewer than half a dozen full-fledged schools of journalism and but a comparative handful of working newspapermen especially trained to the profession.

But the school has a marked advantage at the outset: Chile is rated by the Inter-American Press Association as among the four free-press nations of South America's ten republics. In another country the school might be not only ambitious but impossible.

Advertisement



From where I sit by Joe Marsh

If You Can't Lick 'em—Join 'em

Just back from visiting with my daughter's family—and playing Grandpop to two of the cutest kids you ever saw. While there I picked up a couple of new ideas on child raising:

If your child's learning to use a pen, provide an old fountain pen—filled with bluing. Looks and writes like ink, but won't stain clothes or furniture permanently.

Maybe you have a boy, like my grandson, who thinks he's too old for a bib—but isn't. A big cowboy bandana works just as well, and it looks he-man to boot.

From where I sit, getting along with children is like getting along with grownups—it requires an effort to see things from the other person's point of view. At any age, there's no accounting for tastes. Take my neighbor who keeps a parakeet and drinks hot coffee in the summertime. That seems strange to me . . . a man who's partial to hound dogs and a cooling glass of beer. But I'd be "childish" to say it was wrong.

Joe Marsh

Copyright, 1955, United States Brewers Foundation

Can a New Daily Make Good?

(Continued from page 9)

both Farley and de Sherbinin were eager to help launch the new daily. Farley became managing editor and de Sherbinin city editor. Also active in the initial planning was Allston Goff who quit his job with the Claremont *Eagle* to become business manager of the *Valley News* during the first eighteen months of publication.

BUTLER bought out the *Landmark*, the White River weekly, in order to eliminate one competitor and get some goodwill, subscribers and advertising. (As it turned out, he got mostly goodwill.) He ordered new equipment—four linotype machines (including two for the teletypesetter unit and one for Bodoni heads), a Ludlow unit for headlines, a Fairchild engraver and an eight-page flat bed press. Equipment cost \$96,000. An additional \$124,000 was invested in working capital. Butler and his family put up 80 per cent of the funds.

Picking a site for the plant was a touchy problem. A good spot was available in White River, but it seemed risky to identify the paper with any one community. Neutral ground seemed more politic. Finally a piece of farmland near the center of the triangle was picked. It lay in West Lebanon along the highway connecting White River and Hanover. In February, 1952, construction started on the new building.

Meanwhile, typographer Frank Lieberman of Woodstock, Vt., had been engaged to design the paper. The choice proved to be a good one. A year later Lieberman's all-Bodoni head schedule won the *Valley News* an honorable mention for newspapers under 10,000 in the N. W. Ayer & Son annual exhibit of newspaper typography.

Still working in their hotel-room office during the spring, Butler, Farley, Goff and de Sherbinin launched their first circulation campaign. It wasn't very elaborate. They wrote a letter to everyone in the phone book, offering a month's subscription for \$1. The response was encouraging. The letters brought in \$1,600. On June 9, 1952, the first issue of the *Valley News* came off the press with a run of 2,700 copies.

Butler expected to go into the red at first. And he did—for twenty-two months. But the paper has been showing a profit every month since April, 1954. As the paper caught on, circulation climbed steadily, and now the press run is double what it was on the day the *Valley News* made its

bow. The circulation target is 8,500.

Advertising income, too, has climbed steadily, especially during the past year under the vigorous direction of 32-year old Henry Lewis. Lewis and his three-member staff have boosted advertising income this year about 10 per cent above the corresponding period of 1954. Partly, the gains reflect his smartly-run promotions—for example, a cooking school in February and a Do-It-Yourself Show in March.

The real source of the paper's strength lies in its local news coverage, and efficient production. By scouring nearby communities—talking with friends and storekeepers—Farley and de Sherbinin have built up a crew of fifty correspondents whose pay ranges from a free subscription to \$25 a month. The editors prefer to pay salaries rather than space rates.

The fixed salary discourages padding, the curse of the space-rate system. (Not that all correspondents adhere to the plea for brevity; many have been stringers too long for other papers to change their habits.)

In covering tri-town news, de Sherbinin and Farley are assisted by two reporters, a photographer, a sports editor and a Dartmouth student who works part time. Dartmouth College news rates a high priority, along with news of municipal affairs. In fact, it seems that the editors sometimes go overboard in their enthusiasm for their alma mater.

AS might be expected of a small staff, the lines of responsibility and authority are blurred. Ostensibly Farley, as editor, handles the *United Press* teletypesetter and radio wires and makes up the front page and editorial page. De Sherbinin directs the local news staff, covers whatever events he can and occasionally contributes an editorial.

But in actual day-to-day operation, both Farley and de Sherbinin pitch in wherever they're needed, from writing editorials to operating the Fairchild engraver. They also carry cameras.

Supplementing the daily fare of news is an assortment of features. On Tuesdays the paper carries a do-it-yourself and building page. On Thursdays it runs an Upper Valley farm page and on Fridays a page of news and views of Upper Valley business personalities.

Instead of buying features in a package, it has selected comics and columns from the *Herald Tribune*,

Field, United Features, King Features, the *Chicago Tribune*, McNaught and Post-Hall Syndicates. Columnists include Doris Fleeson, Drew Pearson, Walter Lippmann and John Crosby.

Valley News employees—whose homes are about as dispersed as those of subscribers—cooperate to keep the lines of communication open. For example, on the way to work in the morning de Sherbinin picks up the news from the Hanover correspondent. Farley picks up the West Lebanon mail. Motor carriers pick up news items as they deliver papers to outlying areas.

Despite the makeshift courier service, the paper still finds it costly to serve so dispersed a community. The *Valley News* main office is served by leased telephone wires from Hanover, White River and Lebanon, so that customers, subscribers and correspondents can phone in without paying toll.

To maintain its home delivery service, which accounts for 80 per cent of its circulation, the paper relies on sixty carrier boys and ten motor route carriers, some of whom travel up to eighty miles a day to get papers to far-flung subscribers. So far the only major circulation problem has been in Hanover where carrier boys have been scarce.

Offsetting these high costs has been an efficient and comparatively inexpensive production system. Butler estimates that with the teletypesetter, the Fairchild engraver, all modern equipment and a good staff under Mechanical Superintendent David W. Durward, production costs per page are less than half the national average.

The mechanical staff is surprisingly small. Two compositors work in the ad alley, two more on makeup, three work on the linotype machines, two on the press and two women operators punch out local copy for the teletypesetter units.

LOOKING to the future, the staff is optimistic. Butler installed a 32-page rotary press late in May. Since nearly half the subscribers now read no other daily newspaper, he plans to increase the number of features and the coverage of national and international affairs. Perhaps more indicative of optimism is the fact that staff members feel secure enough to move from rented housing to homes of their own.

Can a new daily newspaper make good in this age of mergers and newspaper failures? There's no doubt about what the staff of the *Valley News* thinks. Their answer is an optimistic yes.

Oil and the Crises of Our Times

by MARGUERITE HIGGINS

Famous Foreign Correspondent

In the short space of a decade I have been an eyewitness to four hot wars and have observed innumerable crises of the cold war. Each crisis has underlined for me our world's dependence on oil.

On one of my first assignments to war, I became conscious of oil's role in combat. My first flight to the front in World War II was made on an air force cargo plane ferrying oil and gasoline to General Patton's 3rd Armored Division—the tanks had outrun the slower-moving supply trucks.

When Germany surrendered, I interviewed many of the top Nazis and always asked them this question: "What, in your opinion, was the decisive factor in the war?"

Reichsmarshall Hermann Goering, Nazi Luftwaffe chief, answered that it was "the bombings, because they destroyed our oil. At the end," the Nazi air chief continued, "fuel was so short that we couldn't get our planes into the air to defend our cities." Germany's state-controlled oil industry failed when the chips were down.

During the war in Korea, I went ashore with the Marines at Inchon. This was the surprise beach-head assault behind enemy lines that broke the back of the North Korean Army. And during the amphibious landing one of the first things brought ashore was oil. Without oil we would have been unable to maintain our mobility and thus exploit the advantage gained by this imaginative operation.

In Indo China, the Communists mined the roads almost nightly. In Northern Indo China many areas became isolated pockets that could be supplied only by airlift. Without the fuel to keep those planes aloft, the Communists in Indo China would have won much more, much earlier.

The vest pocket war between Chiang Kai-Shek's Nationalists and the Communist Chinese was the



Marguerite Higgins, world famous war correspondent interviews Brig. Gen. John S. Bradley near Korea front lines. In her article "Maggie" points up ever-increasing reliance of the free world on America's oil industry.

scene for one of the strangest experiences of my war correspondent's career. I went out on patrol aboard a *motorized sampan!* Our fuel? Gasoline!

In the past few months I have toured the citadel of the cold war, Soviet Russia. I journeyed nearly fourteen thousand miles by automobile, plane and rail. It was with special interest that I made comparisons, for I am aware that in the crises of the future, as in the past, America's oil industry can spell success or failure, victory or defeat. As could be told from the lines waiting at Russian service stations (for gasoline is still in short supply) and the knock in my car engine, the totalitarian nations have many five year plans to go before they can match in quantity and quality the oil produced in America's free competitive society.

*This is one of a series of reports by outstanding Americans who were invited to examine the job being done by the U. S. oil industry.
This page is presented for your information by The American Petroleum Institute, 50 West 50th Street, New York 20, N. Y.*

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And Serving Better . . .**

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Trucks pay as they serve, too. In this same 10-year period, the taxes trucks pay rose *threefold* from \$561,000,000 to \$1,748,000,000! Representing 16% of all vehicles, trucks paid 33% of all state highway user taxes!



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FOI Carried On By Prof. Chapters; Report on Activities

In addition to Sigma Delta Chi's Advancement of Freedom of Information committee's activities, as reported in the June issue, two Professional chapters have also been working on the problem.

Newspaper men of Utah turned lobbyists during the recent session of Utah legislature to fight through a freedom of information law—first of its kind in the state.

The work of getting the new law on the Utah Statute books climaxed a year of effort by the Freedom of Information Committee of Utah. Led by Theron Liddle, managing editor of the *Deseret News* and Salt Lake *Telegram*, the committee worked under the auspices of the Utah Professional Chapter of Sigma Delta Chi.

In signing the measure into law, Governor J. Bracken Lee said, "It is fundamental in this nation that government is of the people, by the people and for the people. That being the case, it should be equally fundamental that the people have a right to know what is going on in the government and they can only know if governmental affairs are kept in the open."

The new law reads as follows:

Section 1. Declaration of public policy. In enacting this chapter, the Legislature finds and declares that the public commissions, boards and councils, school boards and boards of control of state universities and colleges, and the other public agencies in this State exist to aid in the conduct of the people's business. It is the intent of the law that their actions be taken openly and that their deliberations be conducted openly.

Section 2. All meetings of the legislative bodies of state or local agencies, including school boards and boards of control of state universities and colleges, shall be open and public, and all persons shall be permitted to attend any meeting of these legislative bodies, except as otherwise provided in this chapter.

Section 3. Nothing contained in this chapter shall be construed to prevent these legislative bodies, boards or commissions from holding executive sessions from which the public is excluded, but no ordinances, resolutions, rules, regulations, contracts, or appointments shall be finally approved at such an executive session.

Section 4. A violation of any of the provisions of this act or the wrongful

(Continued to page II)

Two Fields of Inquiry Chosen By News-Objectivity Committee

The Fraternity's National Committee on Ethics & News Objectivity, in its first report, has unanimously agreed to concentrate on two major fields of inquiry: (1) Exploring the feasibility of a study of the news performance of newspapers during the 1956 national political campaign, and (2) Assessing the effects of "free loading" by newspapermen, of bribery, of outside jobs and other simi-

lar evils which affect the ethical standing of newspapermen generally.

It was generally agreed that a quantitative study of the American press would be a useless investigation, and it was proposed that the feasibility of any worth-while study hinged on whether it was practical and possible to conduct a motivation study.

Therefore, it was agreed that the Committee's first course of action was to query the top newspaper research men in the nation as to their opinions of such a study's practicality. The Chairman was authorized to take such action in this regard as was necessary.

The first approach to Dr. Harry Alpert, president of the American Association for Public Opinion Research, was fruitless, according to the second report on the Committee's activities. A new approach has been made to Raymond B. Nixon, who is the only permanent member of the Council on Communications Research.

On the subject of "free loading, bribery, etc." Chairman Norman Isaacs, managing editor of the Louisville (Ky.) *Courier-Journal*, stated, "Few persons in American journalism have been more vocal on this aspect than Mr. Stein (of the Binghamton Press) and I. While the general situation has shown improvement, there are still widespread abuses."

Fred Stein was appointed acting vice-chairman in this field to draft a preliminary report.

Chairman Isaacs voiced a hope that by mid-August some concrete proposals by research men would be received.

The Committee has also been authorized to revise Sigma Delta Chi's code of ethics for submission to the next National Convention.

Members of the Committee include: Chairman Isaacs; Fred Stein; Milburn P. Akers, Chicago *Sun-Times*; George Beebe, Miami *Herald*; Arthur C. Deck, Salt Lake City *Tribune*; Irving Dilliard, St. Louis *Post Dispatch*; Tom C. Harris, St. Petersburg *Times*; Arville Schalaben, Milwaukee *Journal*; Edward W. Scripps, Cincinnati; William P. Steven, Minneapolis *Star & Tribune*, and Lee A. White, Cranbrooks Institution.

25,000th Member

DeWitt Wallace, editor of the *Reader's Digest* and 1954 Sigma Delta Chi Fellow, has received membership No. 25,000, following his initiation in May by the New York Professional Chapter.



Admiring Luther Huston's SDX tie are Tom Coleman (center), new president of Tri-State chapter and Bart Richards.

Tri-State Group Added To Professional Chapters

Luther Huston, past national president of Sigma Delta Chi, presented the charter to the newly-formed Tri-State Professional Chapter at the June installation ceremony in Pittsburgh.

Approximately 40 Sigma Delta Chis from Pennsylvania, West Virginia and Ohio were on hand for the dinner meeting, presided over by the chapter's new president, Thomas P. Coleman.

Prior to a talk by Mr. Huston, who as a member of the Washington, D. C., staff of the *New York Times* covers the Supreme Court, the membership elected the following other officers:

Bart Richards, vice president; Max Q. Elder, secretary; Joseph H. Mader, treasurer, and James A. Dunlap, G. A. Harshman, Charles A. Kenny, Michael Peterson, Charles E. Pierson, Garland C. Raines, Richard E. Rentz, Franklin S. Riley, Jr., Theodore A. Serrill, Joseph Shuman, James R. Young and J. Alex Zehner, directors.

Brief talks were given by Mr. Harshman, president of the Pennsylvania Newspaper Publishers Association, and Mr. Serrill, executive director of the P.N.P.A.

(Continued from page I)

exclusion of any person or persons from any meetings for which provision is herein made shall constitute and be punishable as a misdemeanor.

The Cleveland Professional Chapter's Freedom of Information Committee issued a statement, the full text of which was carried by both of Cleveland's afternoon papers on the editorial page.

The statement, signed by Tom Boardman of the *Press*, committee chairman, is as follows:

"Continuing and increasing efforts to limit the public's access to information in courtrooms are disturbing to the Cleveland Professional Chapter of Sigma Delta Chi for two reasons:

"First, these efforts threaten the right to an open trial, a right which protects both the defendant and the public.

"An open trial protects the defendant against the use of trick evidence and other procedures aimed at convicting him, rather than trying him. This is the method of oppression, and the public won't stand for it, if it knows what's going on. It is helpless if it doesn't know.

"Open trials protect the public against the threat of special deals and special favors for special defendants. Special treatment is possible only behind closed doors, which won't stay closed if the public knows what's going on.

"The right to an open trial is a general right, belonging to everyone because it protects everyone.

"Thus, Common Pleas Judge Parker Fulton acted wrongfully when he banned spectators and reporters from a recent Cleveland trial. The excuse that the defendant agreed it be closed is not valid, since the right to an open trial is not one that an individual defendant can bargain away, or be coerced into waiving.

"The second reason for alarm over these efforts to limit access to courtrooms lies in the general public apathy on the question.

"The newspapers have done a good job of fighting these infringements. In the Fulton case, particularly, their opposition has been unified and forceful.

"But there is no reason to believe they have succeeded in rousing the public to the dangers in these situations.

"There is undoubtedly a widespread feeling that newspapers are simply trying to protect their access to the raw material of news, rather than fighting for a basic citizen right.

"This feeling is not unique, for issues of civil liberties do not ordinarily stir vigorous public response until oppression has progressed dangerously far.

"But in their own interest and general interest newspapers should try to do a more persuasive job of alerting the public to risks involved.

"One possible explanation for public disinterest in civil liberties questions may be the failure of all groups concerned in the defense of freedoms to stand together.

"Attorneys, for example, fight tenaciously against any breach of the protection of due process of law, but rarely act with corresponding energy when other liberties are at stake.

"College professors fight persuasively for academic freedom, but rarely enter into a battle where press freedom is at stake.

CEIP Fellowship Proposal Considered by Council

The Executive Council took under advisement a proposal from the Carnegie Endowment for International Peace, suggesting regional peace fellowships at the United Nations at the April meeting in Washington, D. C.

President Alden C. Waite was authorized to appoint a committee to explore all aspects and report to the Executive Council at its next meeting. It was pointed out that the proposal was restricted to "the press" and did not include coverage of UN affairs by other media, including radio, television, motion pictures, etc.

Also discussed was the question of establishing sub-units of Undergraduate chapters in secondary areas not sufficiently large in themselves to assume full chapter obligations. Council authorized the exploration of the desirability of setting up "sub-chapters" in such circumstances.

Approval was given a request of the Southern Illinois Professional Chapter for initiation privileges.



William W. Raynolds

Cleveland Chapter Honors Raynolds of Plain Dealer

The Cleveland Professional Chapter has named William W. Raynolds, telegraph editor of the *Plain Dealer*, a veteran of 45 years in the newsroom, to receive the Sigma Delta Chi award for professional distinction in journalism.

The award, the second to be received by *Plain Dealer* men from Sigma Delta Chi within a month's time, was made:

"Because for 45 years of continuous, faithful service on the Cleveland *Plain Dealer* and a dozen years before that on other newspapers, he set a high, steadfast standard of journalistic skill, integrity, brilliance, imagination, devotion, humility and public service that has seldom been equaled and never exceeded in this area.

"During his long service as city editor, telegraph editor, news editor and in other executive positions, he has been the exacting but kindly and fatherly teacher and trainer of scores of younger men now serving in key positions on all three Cleveland newspapers and elsewhere, so that the marks of his inspiring influence and training show daily though anonymously in the quality of their work."

Presentation of the award was made at the Cleveland SDX meeting when Anthony Lewis, Pulitzer prize winner from the *Washington Daily News*, was guest speaker.



William F. Fishback (center), Washington & Lee's 300th initiate, receives congratulations from President Dave Clinger (right) at the Undergraduate chapter's March ceremonies while members John Jennings and Tom Alexander (obscured) watch. During the past school year, as a junior at W&L, Fishback was active in campus journalism as assistant managing editor of the *Ring-tum Phi*, campus semi-weekly newspaper and assistant senior editor of *Home Edition*, 15-minute nightly radio news broadcast.

"Newspapers fight aggressively for freedom of the press, but don't always join in battles for academic freedom.

"Is it any wonder that the public often assumes that these groups are fighting in self-interest rather than the general interest?

"Newspapers could help correct this misimpression by joining more forcefully in others' battles for civil rights. It is the press' historic responsibility to do so. It also will dispel any notion that the press is aroused only when its own ox is gored."

LEIF H. OLSEN is a financial reporter for the *New York Times*. He was news editor of the *Elk City Daily News* and then the *Plainfield (N. J.) Courier News* before joining the *Wall Street Journal* reporting staff in New York in 1952.

M. NEFF SMART, former Utah weekly newspaper publisher, was appointed a lecturer during the spring quarter in the University of Minnesota's school of journalism. Smart, who currently is a lecturer in journalism at the University of Utah, instructed classes in weekly newspaper management, advanced newspaper advertising and typography formerly taught by the late Professor Thomas F. Barnhart.

PAUL O. RIDINGS, public relations counselor, just received a plaque signifying his selection as 1954's "most valuable alumnus" of Texas Christian University, Fort Worth. The plaque was presented at a recent TCU student assembly sponsored by the TCU Ex-Students Association. Ridings also was a recent speaker at the opening session of the three day 15th annual Career Conference at the University of Oklahoma, Norman.

Chapter Activities



CARTOONIST AL CAPP, right, Milwaukee's April speaker, drew Daisy Mae for three new members. L to r, William Radloff, Edward R. Johnson and Albert C. Kalmbach.

MILWAUKEE—Milwaukee Professional members were hosts to Marquette University Undergraduates, initiated three professional members, and heard Cartoonist Al Capp at their April Founders' Day meeting. Capp, creator of Li'l Abner, told the Chapter he uses himself as a model for repulsive characters in his strip just to avoid lawsuits. On the serious side, Capp stated that a cartoonist could lose his originality but must never fail to be wholesome. "We can't allow anything in the strip that can't go into our living rooms," he said.

ATLANTA—C. E. "Pete" McKnight, on leave of absence from the Charlotte *News* to the Southern Educational Reporting Service, was lined up to address the regular monthly meeting of the Atlanta Professional Chapter in May.

CENTRAL TEXAS—Faye Loyd of the Dallas United Press office was booked for the May meeting of the Central Texas Professional Chapter. Scheduled to share the program was Stanley Williams, All-American End at Baylor and currently one of the best American stars in the Canadian professional leagues.

LOUISVILLE—The May initiation meeting of the Louisville Professional Chapter featured Cartoonist Milton Caniff as guest speaker. New officers elected at the meeting included Floyd H. Edwards of the Louisville *Times*, president; Wilbur G. Cogshall, Louisville *Courier-Journal*, vice president; Richard B. Oberlin, Station WHAS, secretary, and Bernard D. Rosenthal, *Courier-Journal*, treasurer. Ed Easterly is past president of the group.



Edwards, Caniff and Easterly



NEW YORK—Donald I. Rogers (l), financial editor of the *New York Herald Tribune*, receives the presidential gavel from Burl Ely (r), administrative assistant of AP, at Mayor Robert Wagner's office. Election of officers was held at the Annual Awards Banquet May 17. Vice presidents are Richard Clarke and Lee B. Wood, and Earl Ewan was re-elected treasurer. Assisting him will be Howard V. Kany. Secretarial duties will be handled by re-elected Samuel C. Pace, assisted by A. Gordon Smith. Samuel C. Lesch is reporting secretary.

TEXAS GULF COAST—Lee Cobb, Ed Arnold and Barbara Hale, stars of Columbia's "The Houston Story," were scheduled guest stars at the May meeting. In addition, other notaries to be on the program were Jim McClain, Texas' Dr. I. Q.; W. R. Beaumier, president of the Texas Press Association, and Dr. Josef Koriv, director of Education and Public Relations, Israel Government Information Service.

WASHINGTON—The Annual Dinner for the initiation of new members and election of officers was scheduled for June 1 at the National Press Club auditorium. Chapter members were looking forward to possible travelogues by President Jim Warner (who hoped to be back from Africa's Belgian Congo for the meeting) and Treasurer J. Lacey Reynolds who has been on a trip to Indonesia.

CHICAGO—Top legislators, who guide the state of Illinois, made up a panel which discussed vital legislation at the May meeting. Lt. Gov. John Chapman, speaker of the senate, served as moderator, and panel members were W. Russell Arrington (R) of Evanston; William J. Lynch, senate Democratic minority leader; Joseph L. De La Cour (D) of Chicago, and William E. Pollack (R), sponsor of new legislation on reapportionments of West Side Districts.



Retiring President Murray Powers hands presidential gavel to Loris C. Troyer, newly elected president of the Buckeye Chapter. New officers looking on are Maxson, Fisher and Leggett.

Personals**About Members**

Several SDX members attended the American Press Institute seminar for city editors at Columbia University in May. I. WILLIAM HILL, assistant managing editor, Washington (D. C.) *Evening Star*, and VINCENT S. JONES, director, News and Editorial Offices, the Gannett Newspapers, Rochester, N. Y., were guest speakers on newspaper techniques. ELLIS HALLER, news editor, *Wall Street Journal*, gave background information on coverage of business news. Fraternity members at the seminar were JOHN E. KING JR., Dallas (Texas) *Morning News*; JOSEPH V. KNACK, Toledo (Ohio) *Blade*; JOHN E. McMULLAN, Miami (Fla.) *Daily News*; CARL S. MILLER, Elkhart (Ind.) *Truth*, and CLAY TRUSTY JR., Indianapolis (Ind.) *News*.

ANTHONY DeLORENZO has been appointed director of press and radio relations for General Motors. He succeeds KENNETH YOUEL who has been appointed to the new position of director of divisional relations in the Department of Public Relations. THOMAS E. GROEHN, a member of the GM public relations staff since 1943, succeeds DeLorenzo as executive in charge of press and radio relations in Detroit.



Youel

DeLorenzo

GEORGE G. GRAVLEY, University of Oklahoma journalism student, has won a 1955 internship for this summer with the *Tulsa Tribune*. The awards are granted annually to OU journalism majors in news and advertising by the *World and Tribune* and *Daily Oklahoman* and *Times*.

RICHARD L. DISNEY JR. has been named assistant professor of journalism at Montana State University, Missoula. Formerly a reporter for the Muskogee (Okla.) *Phoenix* and *Times-Democrat*, he is now studying toward a Ph.D. at the University of Minnesota, Minneapolis.

CLAYTON BYERS has been appointed press representative of the Greater St. Louis Community Chest. Byers came to St. Louis from the Denver Area Community Chest where he served three years as director of public relations.

GENE LEGGETT's Ord (Neb.) *Quiz* received three first places in newspaper contests held in connection with the annual convention of the Nebraska Press Association in Lincoln. Categories won were General Excellence, Service to Agriculture and Community Service of Class Four which is made up of all weekly and semi-weekly newspapers in Nebraska cities of 2,000 or over.

Books by Brothers

JIM A. McMULLEN has collected five of his bird dog stories into a volume, *OLD PRO AND FOUR OTHER STORIES*, published by the Naylor Company, San Antonio, Tex. McMullen operates the Jim A. McMullen Agency of publicity and public relations, Fort Worth's first agency devoted solely to this field.

RICHARD F. CRANDELL, former New York and Westchester newspaperman, has a new book on the market, *THIS IS WEST CHESTER*, published by Sterling. Crandell, now press chief of The Greater New York Fund and an assistant professor in the Graduate School of Journalism, Columbia University, co-authored his first book, *FRONT PAGE HISTORY OF THE SECOND WORLD WAR*, with Berwin Kaiser in 1946.

Obituaries

MARCUS L. POTEET (Neb-'16) died Sept. 5, 1954.

JAMES C. LEARY (ChiP Pr-'44) died April 12, 1955.

DAROLD L. HARTLEY (Ind-'22).

P. D. FAHNESTOCK (Pur-Pr-'48).

DAVID RASCO (NU-'41).

JAMES J. COLBY (Mqt-Pr-'38).

LEROY RADDER (Ia-'18).

JULES GERARD (IaS-'51).

JOHN (RED) DAVIS (Fla-Pr-'39).

ARTHUR L. HEIDBRADER (Mo-'20).

CHARLES EDWARD WALKER JR. (Col-'24).

FRED R. ZIMMERMAN (Wis-'12).

HAYWARD M. ANDERSON (OhS-'22).

GERALD SNIDER (Gtb-Pr-'26).

HAROLD E. CRAWFORD (SMU-'50).

JAMES T. HERBERT (LSU-'47).

MILTON R. STANDISH (SoCf-Pr-'46).

JESSE C. PECK (Syr-Pr-'39), publisher, Cazenovia (N. Y.) *Republican*.

ROBERT WILLIAM JONES (Mo-Pr.).

Pvt. ELLSWORTH E. ZAHM JR. recently arrived at Camp Losey, Puerto Rico, and is now a member of the 23rd Infantry Division. He was graduated from the University of Kansas in 1953.

GEORGE H. MILLER has resigned his position as manager of the Tampa (Fla.) News Bureau to return to his hometown of Madison, Ind., where he and his wife own and will operate a printing firm and advertising service.

The engagement of Donnie Cronin of Minneapolis, Minn., and LEON C. CARR of Sioux Falls, S. D., was announced April 21. Miss Cronin is editor of *Collector* magazine, official publication of the American Collectors Association, and Carr is a staff writer for the AP bureau in Sioux Falls.

STEWART E. HUFFMAN, formerly stationed at Ft. Leonard Wood, Mo., is now in Heidelberg, Germany, where he is doing public information work for the Army.

VIC REINEMER is now executive secretary for Senator James E. Murray in Washington, D. C. He recently won the Sidney Hillman Award and also received first place from the North Carolina Press Association for his 1954 editorials in the Charlotte (N. C.) *News*.

HODDING CARTER was named Southern Illinois University's third Elijah P. Lovejoy Lecturer in Journalism. During his May appearance on SIU's campus, he received the Lovejoy Lecturer's certificate at the Journalism Day dinner.

MARVIN G. OSBORN, Louisiana State University's director of the school of journalism, plans to retire July 1, 1955 after 50 years of journalism service. He became head of the department of journalism in 1920, and when the department later became the school of journalism, he was promoted to director. Director Osborn has devoted his 50-year career to initiating and editing University and student publications and preparing college students for the publications field.

ROBERT J. SIMONDS, formerly assistant executive secretary of Alpha Tau Omega Fraternity and managing editor of *The Palm*, ATO quarterly, is now associated with Aluminum Company of America at Alcoa's headquarters in Pittsburgh, Pa.

KUVK LOGAN, who for two years has worked part time in the Norman bureau of the *Daily Oklahoman* and *Oklahema City Times*, began desk work on the *Times* the first week in June.

Marvin Osborn

**Sigma Delta Chi NEWS**

Managing Editor.....Nola Murchison

Chapter activities, personals and other Fraternity news should be sent to National Headquarters, 35 East Wacker Drive, Chicago 1, Ill. Members should be identified by listing their chapter and initiation or graduation date.

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Personals

About Members

CARL L. ESTES, publisher of the Longview (Tex.) *News and Journal*, spoke at the May Journalism Week program, sponsored by the University of Missouri School of Journalism. His subject was the three components of the role of the modern newspaper in city and community life in America.

BRUCE T. HEYDENBURK, former Perkins (Okla.) *Journal* editor and manager, has joined the Yukon Sun staff as news editor and advertising manager.

JOHN W. NORD was graduated in May from the American Institute for Foreign Trade at Thunderbird Field, Phoenix, Ariz. Specializing in South America, Nord took the school's course in preparation for a career in American business or government abroad.

JOHN PAGET, Harrisburg (Pa.) bureau manager of INS, was commended by the 11th annual Temple Press Tournament for being "a faithful reporter to the people of the Commonwealth on the workings of their government on Capitol Hill." He also received an engrossed citation.

HUGH W. ROBERTSON, vice president and chief editorial writer for the Macy-Westchester group of newspapers in White Plains, N. Y., was named a recipient of the 1955 Alumni Award, presented by the Alumni Association of the Graduate School of Journalism at Columbia University.

FRED RUSSELL has been elected vice president of the Nashville (Tenn.) *Banner*. In his 27th year with the newspaper, Russell is a well-known sports editor, and for the past seven years has been responsible for the *Saturday Evening Post*'s annual preview of the football season.

OLIVER S. GRAMLING, assistant general manager of the Associated Press in New York, was elected president of the Alumni Association of the Columbia University Graduate School of Journalism. Other SDX members elected as officers are DUDLEY B. MARTIN, director of Press Relations, Institute of Life Insurance, vice president, and EARL O. EWAN, United States Steel Corporation, treasurer.

GLEN GRAF, formerly assistant to the advertising manager of the Le Roi Division of Westinghouse Air Brake Co., has been appointed manager of sales promotion. Also, new with the Le Roi Division in Milwaukee, is RALPH MALSOM, who is publicity coordinator. He had been manager of the news bureau of the Milwaukee School of Engineering.

SEVELON BROWN, former editor and publisher of the Providence *Journal* and the *Evening Bulletin*, was reappointed chairman of the Columbia University American Press Institute Advisory Board. BEN REESE, co-chairman, was also re-appointed. Recommended as reappointed board members were B. M. MCKELWAY, editor of the Washington, D. C. *Evening Star*; PAUL MILLER, executive vice president of the Gannett Newspapers and publisher and editor of the Rochester *Times-Union*, and BEN REESE, former managing editor of the St. Louis *Post-Dispatch*. Other members of the Board, also SDX members, who will continue their terms are BARRY BINGHAM, editor of the Louisville *Courier-Journal*; TURNER CATLEDGE, managing editor, the New York

Times; LOYAL D. HOTCHKISS, editor, Los Angeles *Times*; A. H. KIRCHHOFER, managing editor, Buffalo *Evening News*; EDWARD LINDSAY of the Lindsay-Schaub Newspapers in Illinois and editor of the Decatur *Herald and Review*; FELIX R. MCKNIGHT, managing editor of the Dallas *Morning News*, and LOUIS SELTZER, editor, the Cleveland *Press*.

WALTER KANTE, former employee magazine editor at Bucyrus-Erie Co., South Milwaukee, has joined the Schlitz Brewing Co. to edit a new employee magazine. Kante was recently elected president of the Wisconsin Industrial Editors Association.

JOHN W. LIVINGSTON has been named director of Agricultural Relations of the Alfred Colle Company, Minneapolis, Minn. He was formerly with General Mills, Inc., where he was head of Research Publications.

Several leading editors of the hemisphere flew to Guatemala for a meeting of the board of directors of the Inter-American Press Association in March. SDX members in the group were JOHN S. KNIGHT, JAMES STAHLMAN, ROGER FERGER, MARSHALL FIELD JR., and WILLIAM M. PEPPER JR.



Executive Director Victor E. Bluedorn (l) and E. Donald Lum (r), Wahpeton, state chairman for North Dakota, visited the University of North Dakota Undergraduate Chapter recently and were guests of honor at a luncheon. Professor Alvin E. Austin, head of the University's department of journalism, is also the Fraternity's vice president in charge of Undergraduate Chapter Affairs and advisor for the local Undergraduate Chapter.

HOMER GIVENS, secretary of the South Dakota Press Association, was the guest speaker at the March meeting of the South Dakota Undergraduate Chapter. Givens' talk was centered around his experiences as a lobbyist for the Press Association legislature.

DR. DEWITT REDDICK, journalism professor at the University of Texas, received the \$500 Lemuel Scarbrough Foundation Faculty Award for excellence in teaching recently at the University's annual Honors Day convocation. The awards were established last year by Lemuel Scarbrough, Austin businessman.

Dean JOHN E. DREWRY of the Henry W. Grady School of Journalism, University of Georgia, has been named chairman of the Kappa Tau Alpha Committee on National Research Award in Journalism for 1955. The appointment was made by KTA President WESLEY T. MAUREL of the University of Michigan school of journalism. Other members of the committee are DR. FRANK LUTHER MOTT, University of Missouri; DR. JOSEPH W. BRANDT, University of California,

Founders' Day Initiation Over "Long Distance" By Kent State Undergrads

Kent State University Undergraduate Chapter celebrated Founders' Day by conducting an April initiation which covered 500 miles.

Unable to attend the ceremonies because of a severe case of polio suffered last August, Tom Bates was initiated as a Professional member from his home in Bellevue, Ia., via a new "hands free" telephone which was installed by Ohio Bell Telephone Co. A direct line connected the Iowa newsman with the ceremony room in the Kent University Union.

Bates, editor and publisher of the Bellevue (Ia.) *Herald*, was graduated from Kent State's school of journalism in 1946 and purchased the Iowa paper in 1950.

and DR. FREDERIC E. MERWIN, Rutgers University.

MICHAEL G. PETERSON (formerly Petrovich) is editor of the *Crucible Steelman* with an added function of supervising community relations. The magazine is published monthly for the employees of the Crucible Steel Company of America in Pittsburgh, Pa.

JACOB SCHER has been appointed editor of the *Freedom of Information News Digest*. The digest, sponsored by the National Editorial Association, will now be published at Northwestern's Medill school of journalism where Scher is a journalism professor.

LUTHER HARRISON, *Daily Oklahoman* editorial writer, was scheduled to be the featured speaker at the Oklahoma Press Association news clinic luncheon in April. Also appearing was ARTHUR J. STRAUSS, *Enid News and Eagle* managing editor.

HARRY SPITZER, Rich's, Inc. department store and former secretary of the Atlanta Professional Chapter, has been elected president of the Atlanta Advertising Club. Another former officer of the Atlanta Professional Chapter, AL RICHARDSON of Life Insurance Company of Georgia was elected second vice president of AAC.

QUIMBY MELTON JR., editor of *Griffin Daily News* and former president of the Atlanta Professional Chapter, has been named "Georgia Citizen of the Year" for 1955. The honor came from the Association of County Commissioners of Georgia and was for his "unselfish and exemplary civic service."

FRANKLIN M. RECK, past national president of SDX, received a Chicago Alumni Merit Award at the annual June Alumni Day dinner at Iowa State College. The Award is bestowed upon outstanding alumni for meritorious service in their fields and their contribution to their fellowmen. Reck is a free-lance author and managing editor of the Lincoln-Mercury Times.

PAUL C. RIDINGS, co-owner of Witherpoon & Ridings, Texas' largest exclusively public relations firm, has taken over the direction of the Dallas office as part of their expansion program. Guy WITHERPOON, the other co-owner, will remain at the Fort Worth office.

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